FOR IMMEDIATE RELEASE
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Evacuation Planning Telephone Survey Conducted in New Castle, Kent Counties

Private Sector Research Firm Surveys Residents

In November, some residents living in Kent and New Castle counties may be contacted by telephone to participate in an important all-hazards evacuation planning survey. The purpose of the survey is to gather data to be used by the counties and the State of Delaware in improving evacuation plans for both man-made and natural disasters.

The telephone survey is being conducted by First Market Research, based in Boston. All calls made during weekdays will be conducted between 6 p.m. and 9 p.m. On weekends, calls will be made between 10 a.m. and 8 p.m. Response to the survey will take approximately ten minutes to complete with the head of the household or spouse.

No personal questions will be asked in the survey. Survey questions seek information such as "How long does it take you to drive from work to home?" and "How many vehicles that are usually available to the household would your family use if an

evacuation was necessary?" The responses to these questions provide important information for emergency planning purposes.

The survey results will provide county and state emergency management with a better estimate of the number of people evacuating in a given area, the number of vehicles used to evacuate, and the amount of time needed to prepare for evacuation.

The collected survey data will also be used in a traffic engineering study to identify roadways and areas with significant traffic congestion during evacuation and to identify methods to reduce the travel delay caused by traffic congestion.

Additional information regarding the telephone survey and planning for emergencies can be obtained from Delaware Emergency Management Agency, 659-3362.

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